

1998 PP&C TRANSMISSION	Actuals	Actuals	Actuals	Actuals	Actuals																				1997	%Chg
Monthly Sales - 1999	Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	total	from 97	
Marlboro	9,642	13,142	16,029	11,140	14,341	3,452	3,440	3,466	3,475	1,743	15,576	15,113	14,047	16,018	12,529	12,873	14,863	165,313	38,813	41,056	45,179	40,285	164,925	164,925	0.24%	
B&H	626	833	782	803	832	192	190	183	167	88	799	801	811	774	794	705	852	9,411	2,240	2,434	2,386	2,351	10,636	10,636	-11.51%	
Merit	677	747	750	799	839	184	182	189	158	91	841	855	840	804	828	730	885	9,593	2,174	2,479	2,498	2,441	10,749	10,749	-10.75%	
Virginia Slims	752	867	887	938	954	209	207	211	218	101	946	960	961	800	899	817	987	10,867	2,506	2,837	2,821	2,703	11,522	11,522	-5.68%	
Parliament	245	279	293	412	300	79	80	80	83	41	363	363	377	348	355	313	387	4,035	817	1,075	1,088	1,055	3,986	3,986	3.83%	
Other OPB	49	53	54	55	55	13	13	13	14	6	60	63	58	58	64	55	61	685	156	170	180	180	784	784	-12.65%	
Other Premium Brands	2,349	2,778	2,766	3,006	2,979	676	672	666	679	326	3,009	3,042	3,047	2,894	2,939	2,620	3,171	34,592	7,893	8,895	8,973	8,791	37,578	37,578	-7.85%	
Premium	11,990	15,920	18,795	14,146	17,380	4,128	4,112	4,122	4,154	2,069	18,585	18,155	17,094	18,903	15,463	15,493	18,035	199,905	46,706	50,051	54,152	48,988	202,502	202,502	-1.28%	
Basic	2,172	1,525	2,307	1,440	1,617	488	509	510	497	235	2,238	2,039	2,084	1,787	1,788	1,615	1,906	22,520	6,005	5,286	5,910	5,310	24,215	24,215	-7.00%	
Cambridge	272	477	293	290	328	124	119	111	105	43	502	354	406	309	281	306	359	4,177	1,041	1,120	1,069	946	5,642	5,642	-25.98%	
Alpine	55	60	61	62	65	15	15	15	15	7	87	83	68	57	59	51	58	714	176	194	178	168	917	917	-12.12%	
Bristol	19	19	20	20	21	4	4	4	4	2	17	17	13	17	19	17	16	221	55	59	52	52	331	331	-33.34%	
Bucks	3	3	3	3	2	1	1	1	1	0	3	3	3	2	3	2	2	30	8	8	7	8	45	45	-32.08%	
Other Branded Discounts	11	15	17	13	13	3	3	3	3	1	14	16	14	14	15	13	14	168	43	40	44	42	213	213	-20.82%	
Branded Discounts	359	576	394	387	430	147	142	133	128	53	603	453	493	399	376	389	450	5,314	1,329	1,419	1,350	1,216	7,148	7,148	-25.66%	
FVB	137	167	187	180	192	48	48	47	48	22	213	217	188	182	225	207	179	2,264	480	585	588	611	3,284	3,284	-31.05%	
Discount	2,668	2,255	2,888	2,006	2,238	684	689	690	673	311	3,055	2,710	2,770	2,368	2,390	2,211	2,535	30,095	7,810	7,300	7,848	7,138	34,647	34,647	-13.14%	
PM USA	14,658	18,175	21,683	16,152	19,559	4,812	4,811	4,812	4,827	2,380	21,641	20,865	19,864	21,271	17,858	17,704	20,570	230,000	54,516	57,351	62,000	56,132	237,160	237,160	-3.01%	
Calendar Weeks	4,381	4,000	4,427	4,370	4,203	1,000	1,000	1,000	1,000	0,442	4,483	4,517	4,229	4,390	4,381	4,229	4,568	52,178	12,608	13,056	13,136	13,179	52,188	52,188	-0.02%	
Weekly Sales	Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	total	%Chg	
Marlboro	2,201	3,286	3,621	2,549	3,412	3,452	3,440	3,468	3,475	3,943	3,474	3,346	3,322	3,649	2,860	3,044	3,254	3,168	3,030	3,145	3,439	3,055	3,130	3,130	1.22%	
B&H	143	208	177	184	199	192	190	163	187	199	178	177	192	176	181	167	187	180	175	188	182	178	203	203	-10.94%	
Merit	154	187	169	183	199	184	182	189	196	205	189	188	199	183	189	173	194	184	170	190	180	185	208	208	-11.70%	
Virginia Slims	172	217	200	215	227	209	207	211	218	227	211	213	227	205	205	193	216	205	196	217	215	205	217	217	-3.85%	
Parliament	56	70	66	94	71	79	80	80	83	93	81	80	89	79	81	74	85	77	64	82	83	80	73	73	6.47%	
Other OPB	11.1	13.1	12.3	12.6	13.1	13.4	13.3	12.9	14.2	13.2	13.3	14.0	13.7	13.3	14.6	13.1	13.3	13.1	12.2	13.0	13.7	13.6	15.7	15.7	-18.28%	
Other Premium Brands	536	695	625	688	709	676	672	666	679	738	671	673	721	657	671	619	694	683	616	699	693	683	716	716	-7.37%	
Premium	2,737	3,880	4,246	3,237	4,121	4,128	4,112	4,122	4,154	4,681	4,146	4,019	4,042	4,306	3,531	3,663	3,948	3,831	3,647	3,834	4,122	3,718	3,846	3,846	-0.38%	
Basic	496	381	521	329	385	488	509	510	497	532	500	451	493	407	408	382	417	432	469	406	450	403	455	455	-5.12%	
Cambridge	62	119	66	66	78	124	119	111	105	98	112	78	96	70	64	72	79	80	81	86	81	72	117	117	-31.51%	
Alpine	13	15	14	14	15	15	15	15	15	15	15	14	14	13	13	12	13	14	14	15	14	13	18	18	-25.01%	
Bristol	4.3	4.7	4.6	4.6	5.0	4.0	3.9	3.9	3.9	3.8	3.9	3.9	4.2	3.8	4.4	4.0	3.5	4.2	4.5	4.5	4.0	4.0	7.3	7.3	-41.80%	
Bucks	0.6	0.8	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.4	0.6	0.6	0.6	0.5	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.6	1.0	1.0	-43.58%	
Other Branded Discounts	2.5	3.7	3.9	2.9	3.1	3.2	3.2	3.0	3.1	3.1	3.1	3.8	3.4	3.1	3.4	3.0	3.1	3.2	3.3	3.0	3.4	3.2	4.4	4.4	-27.35%	
Branded Discounts	82	144	89	88	102	147	142	133	128	121	134	100	118	91	86	92	99	102	104	109	103	82	146	146	-31.13%	
FVB	31	39	42	41	46	48	48	47	48	50	48	48	44	42	51	49	39	43	38	45	45	46	68	68	-35.89%	
Discount	608	584	682	459	533	684	699	690	673	703	682	600	655	539	545	523	555	577	610	559	597	542	670	670	-13.98%	
PM USA	3,346	4,544	4,898	3,896	4,653	4,812	4,811	4,812	4,827	5,384	4,827	4,619	4,697	4,845	4,076	4,166	4,503	4,408	4,256	4,393	4,720	4,280	4,518	4,518	-2.40%	
Seasonal Factors	0.9311	0.9480	0.9700	1.0000	1.0294	1.0622	1.0622	1.0622	1.0622	1.0622	1.0371	1.0346	1.0122	0.9956	0.9861	0.9902	1.0000	0.9497	1.0305	1.0280	0.9906	1.0000	1.0000	1.0000		
Combined Cal/Seas	4.079	3.792	4.294	4.370	4.327	1.082	1.062	1.082	1.062	0.468	4.762	4.695	4.375	4.444	4.362	4.170	4.523	52.178	12.164	13.454	13.504	13.054	52.188	52.188		
De-seasonalized Weekly Sales	Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	total	%Chg	
Marlboro	2,364	3,468	3,733	2,549	3,315	3,250	3,239	3,263	3,272	3,712	3,271	3,226	3,210	3,605	2,872	3,087	3,286	3,168	3,191	3,052	3,346	3,084	3,130	3,130	1.22%	
B&H	153	220	182	184	192	180	179	154	167	187	168	171	185	174	182	169	188	180	184	181	177	180	203	203	-10.94%	
Merit	166	197	175	183	194	173	172	178	184	194	177	182	192	181	189	175	196	184	179	184	185	187	208	208	-11.70%	
Virginia Slims	184	229	207	215	221	196	195	189	205	214	199	205	220	202	206	196	218	208	206	211	209	207	217	217	-3.85%	
Parliament	60	74	68	94	69	74	75	75	79	88	76	77	86	78	81	75	85	77	67	80	81	81	73	73	6.47%	
Other OPB	12.0	13.9	12.7	12.6	12.7	12.6	12.5	12.1	13.4	12.4	12.5	13.5	13.2	13.1	14.6	13.2	13.4	13.1	12.8	12.6	13.3	13.8	15.7	15.7	-16.28%	
Other Premium Brands	578	733	644	688	689	637	633	618	639	695	632	649	696	649	674	628	701	663	649	669	664	669	716	716	-7.37%	
Premium	2,958	4,198	4,377	3,237	4,003	3,886	3,872	3,881	3,911	4,407	3,803	3,875	3,807	4,254	3,546	3,715	3,987	3,831	3,840	3,720	4,010	3,753	3,848	3,848	-0.38%	
Basic	532	402	537	329	374	459	479	480	469	501	470	435	476	402	410	387	421	432	494	394	438	407	455	455	-5.12%	
Cambridge	67	126	68	66	76	117	112	104	99	92	106	76	93	70	64	73	79	80	86	83	79	72	117	117	-31.51%	
Alpine	14	16	14	14	15	14	14	14	14	15	14	13	13	13	13	12	13	14	14	14	13	13	18	18	-25.01%	
Bristol	4.6	5.0	4.7	4.6	4.9	3.8	3.7	3.7	3.7	3.6	3.7	3.7	4.0	3.8	4.4	4.0	3.6	4.2	4.7	4.4	3.9	4.0	7.3	7.3	-41.80%	
Bucks	0.7	0.7	0.6	0.6	0.6	0.5	0.5	0.6	0.6	0.4	0.5	0.6	0.6	0.5	0.6	0.6	0.6	0.6	0.7	0.6	0.					

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1998 PP&C TRANSMISSION	Actuals	Actuals	Actuals	Actuals	Actuals	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	1997 total	%Chg from 97
Contributions to PM	Jan	Feb	Mar	Apr	May																			
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	71.74%	71.50%	72.03%	72.00%	73.24%	71.97%	72.43%	70.71%	75.31%	70.16%	72.71%	72.26%	71.89%	71.20%	71.59%	72.87%	71.73%	69.54%	2.33%
B&H	4.27%	4.58%	3.60%	4.87%	4.25%	3.98%	3.95%	3.39%	3.46%	3.69%	3.69%	3.84%	4.08%	3.64%	4.45%	3.98%	4.14%	4.09%	4.11%	4.24%	3.85%	4.19%	4.49%	-0.39%
Merit	4.62%	4.11%	3.46%	4.95%	4.29%	3.82%	3.79%	3.92%	4.06%	3.82%	3.89%	4.10%	4.23%	3.76%	4.63%	4.12%	4.30%	4.17%	3.99%	4.32%	4.03%	4.35%	4.53%	-0.36%
Virginia Slims	5.13%	4.77%	4.09%	5.80%	4.88%	4.34%	4.31%	4.39%	4.52%	4.23%	4.37%	4.60%	4.84%	4.23%	5.04%	4.61%	4.80%	4.72%	4.60%	4.95%	4.55%	4.81%	4.86%	-0.13%
Parliament	1.67%	1.54%	1.35%	2.55%	1.53%	1.64%	1.66%	1.66%	1.73%	1.73%	1.68%	1.74%	1.90%	1.64%	1.99%	1.77%	1.86%	1.75%	1.50%	1.87%	1.75%	1.88%	1.64%	0.12%
Other OPB	0.33%	0.29%	0.25%	0.34%	0.28%	0.28%	0.28%	0.27%	0.30%	0.24%	0.28%	0.30%	0.29%	0.27%	0.36%	0.31%	0.30%	0.30%	0.29%	0.30%	0.29%	0.32%	0.33%	-0.03%
Other Premium Brands	16.02%	15.29%	12.76%	18.61%	15.23%	14.05%	13.97%	13.63%	14.06%	13.71%	13.91%	14.58%	15.34%	13.56%	16.46%	14.80%	15.42%	15.04%	14.48%	15.68%	14.47%	15.55%	15.85%	-0.81%
Premium	81.80%	87.59%	86.68%	87.58%	88.56%	85.79%	85.48%	85.66%	86.06%	86.95%	85.88%	87.01%	86.06%	88.87%	86.62%	87.51%	87.67%	86.92%	85.67%	87.27%	87.34%	87.29%	85.39%	1.53%
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	10.14%	10.57%	10.60%	10.30%	9.88%	10.35%	9.77%	10.49%	8.40%	10.01%	9.12%	9.27%	9.79%	11.01%	9.23%	9.53%	9.46%	10.21%	-0.42%
Cambridge	1.85%	2.62%	1.35%	1.79%	1.68%	2.59%	2.47%	2.30%	2.18%	1.82%	2.32%	1.70%	2.04%	1.45%	1.57%	1.73%	1.75%	1.82%	1.91%	1.95%	1.72%	1.69%	2.38%	-0.56%
Alpine	0.98%	0.33%	0.28%	0.38%	0.33%	0.32%	0.32%	0.30%	0.31%	0.29%	0.31%	0.30%	0.29%	0.27%	0.33%	0.29%	0.28%	0.31%	0.32%	0.34%	0.29%	0.30%	0.39%	-0.08%
Bristol	0.13%	0.10%	0.09%	0.12%	0.11%	0.08%	0.08%	0.08%	0.07%	0.08%	0.08%	0.08%	0.09%	0.08%	0.11%	0.09%	0.06%	0.10%	0.11%	0.10%	0.08%	0.09%	0.14%	-0.04%
Bucks	0.02%	0.01%	0.01%	0.02%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.02%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.02%	-0.01%
Other Branded Discounts	0.07%	0.08%	0.08%	0.08%	0.07%	0.07%	0.07%	0.06%	0.06%	0.06%	0.06%	0.08%	0.07%	0.06%	0.08%	0.07%	0.07%	0.07%	0.08%	0.07%	0.07%	0.07%	0.09%	-0.02%
Branded Discounts	2.45%	3.16%	1.82%	2.39%	2.20%	3.05%	2.94%	2.76%	2.64%	2.24%	2.79%	2.17%	2.51%	1.88%	2.11%	2.20%	2.19%	2.31%	2.44%	2.47%	2.18%	2.17%	3.01%	-0.70%
FVB	0.93%	0.86%	0.86%	1.11%	0.98%	1.00%	1.00%	0.97%	0.99%	0.93%	0.98%	1.04%	0.95%	0.86%	1.28%	1.17%	0.87%	0.98%	0.88%	1.02%	0.95%	1.09%	1.36%	-0.40%
Discount	18.20%	12.41%	13.32%	12.42%	11.44%	14.21%	14.52%	14.34%	13.94%	13.05%	14.12%	12.99%	13.94%	11.13%	13.38%	12.49%	12.33%	13.08%	14.33%	12.73%	12.66%	12.71%	14.61%	-1.53%
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%
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Contributions to category	Jan	Feb	Mar	Apr	May																			
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	71.74%	71.50%	72.03%	72.00%	73.24%	71.97%	72.43%	70.71%	75.31%	70.16%	72.71%	72.26%	71.88%	71.20%	71.59%	72.87%	71.73%	69.31%	-50.87%
B&H	26.65%	29.97%	28.25%	26.70%	27.93%	28.32%	28.23%	24.87%	24.62%	26.91%	26.56%	26.32%	26.63%	26.84%	27.03%	26.90%	26.87%	27.21%	28.38%	27.06%	26.59%	26.93%	28.30%	148.53%
Merit	28.82%	26.90%	27.12%	26.59%	28.14%	27.17%	27.11%	28.75%	28.85%	27.88%	27.96%	28.10%	27.57%	27.86%	28.11%	27.86%	27.91%	27.73%	27.55%	27.66%	27.84%	27.96%	29.10%	158.88%
Virginia Slims	32.00%	31.20%	32.07%	31.18%	32.03%	30.85%	30.82%	32.20%	32.14%	30.81%	31.42%	31.58%	31.53%	31.19%	30.60%	31.18%	31.11%	31.41%	31.75%	31.54%	31.44%	30.96%	30.26%	52.24%
Parliament	10.45%	10.04%	10.59%	13.70%	10.06%	11.67%	11.86%	12.21%	12.29%	12.61%	12.07%	11.92%	12.37%	12.08%	12.08%	11.95%	12.19%	11.67%	10.35%	11.95%	12.13%	12.09%	10.15%	-87.97%
Other OPB	2.08%	1.89%	1.97%	1.84%	1.84%	1.99%	1.98%	1.96%	2.10%	1.78%	1.98%	2.08%	1.90%	2.03%	2.17%	2.11%	1.92%	1.98%	1.98%	1.89%	2.00%	2.06%	2.19%	220.95%
Other Premium Brands	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Premium	81.80%	87.59%	86.68%	87.58%	88.56%	85.79%	85.48%	85.66%	86.06%	86.95%	85.88%	87.01%	86.06%	88.87%	86.62%	87.51%	87.67%	86.92%	85.67%	87.27%	87.34%	87.29%	85.15%	15.78%
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	10.14%	10.57%	10.60%	10.30%	9.88%	10.35%	9.77%	10.49%	8.40%	10.01%	9.12%	9.27%	9.79%	11.01%	9.23%	9.53%	9.46%	10.07%	213.76%
Cambridge	10.19%	21.15%	10.13%	14.43%	14.65%	18.20%	16.98%	18.07%	15.64%	13.94%	16.44%	13.07%	14.64%	13.08%	11.76%	13.85%	14.16%	13.88%	13.33%	15.34%	13.62%	13.26%	17.43%	225.48%
Alpine	2.07%	2.65%	2.11%	3.08%	2.91%	2.22%	2.17%	2.12%	2.19%	2.20%	2.18%	2.33%	2.09%	2.39%	2.12%	2.46%	2.30%	2.37%	2.25%	2.65%	2.26%	2.35%	2.72%	178.97%
Bristol	0.70%	0.83%	0.70%	0.99%	0.95%	0.59%	0.56%	0.57%	0.58%	0.54%	0.57%	0.64%	0.63%	0.72%	0.81%	0.76%	0.64%	0.73%	0.74%	0.80%	0.66%	0.73%	1.08%	299.11%
Bucks	0.10%	0.11%	0.09%	0.13%	0.11%	0.08%	0.08%	0.09%	0.09%	0.08%	0.08%	0.10%	0.09%	0.09%	0.11%	0.11%	0.10%	0.10%	0.10%	0.10%	0.09%	0.11%	0.15%	311.85%
Other Branded Discounts	0.41%	0.65%	0.59%	0.64%	0.59%	0.46%	0.45%	0.43%	0.46%	0.44%	0.45%	0.59%	0.52%	0.58%	0.62%	0.58%	0.56%	0.56%	0.55%	0.54%	0.56%	0.58%	0.66%	195.70%
Branded Discounts	13.47%	25.50%	13.65%	19.27%	19.20%	21.56%	20.26%	19.28%	18.95%	17.19%	19.73%	16.73%	17.97%	16.85%	15.75%	17.60%	17.75%	17.66%	17.01%	19.44%	17.20%	17.03%	22.05%	222.75%
FVB	5.12%	6.95%	6.48%	8.97%	8.58%	7.07%	6.92%	8.76%	7.13%	7.10%	6.98%	8.02%	6.79%	7.70%	9.41%	9.36%	7.07%	7.52%	6.15%	8.02%	7.49%	8.56%	10.10%	256.81%
Discount	18.20%	12.41%	13.32%	12.42%	11.44%	14.21%	14.52%	14.34%	13.94%	13.05%	14.12%	12.99%	13.94%	11.13%	13.38%	12.49%	12.33%	13.08%	14.33%	12.73%	12.66%	12.71%	14.85%	583.01%
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%

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1998 PP&C TRANSMISSION	Actuals	Actuals	Actuals	Actuals	Actuals	06 06 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	1997	%Chg
Contributions to PM	Jan	Feb	Mar	Apr	May																		total	from 97
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	71.51%	72.12%	70.44%	74.96%	69.87%	72.40%	71.93%	71.70%	71.20%	71.41%	72.58%	71.45%	69.31%	2.39%
B&H	4.27%	4.58%	3.60%	4.97%	4.25%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3.67%	3.82%	4.07%	3.84%	4.41%	3.96%	4.12%	4.07%	4.11%	4.24%	3.84%	4.16%	4.48%	-0.41%
Merit	4.62%	4.11%	3.46%	4.85%	4.29%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3.88%	4.08%	4.21%	3.76%	4.57%	4.09%	4.26%	4.14%	3.98%	4.31%	4.01%	4.30%	4.61%	-0.47%
Virginia Slims	5.13%	4.77%	4.09%	5.80%	4.88%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	4.34%	4.58%	4.82%	4.23%	5.00%	4.59%	4.77%	4.70%	4.60%	4.94%	4.53%	4.78%	4.80%	-0.09%
Parliament	1.67%	1.54%	1.35%	2.55%	1.53%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.85%	1.87%	1.97%	1.72%	2.12%	1.87%	2.03%	1.82%	1.50%	1.94%	1.85%	2.00%	1.61%	0.21%
Other OPB	0.33%	0.29%	0.25%	0.34%	0.28%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.28%	0.30%	0.29%	0.28%	0.36%	0.32%	0.30%	0.30%	0.29%	0.30%	0.29%	0.32%	0.36%	-0.05%
Other Premium Brands	16.02%	15.29%	12.76%	18.61%	15.23%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.00%	14.66%	15.36%	13.63%	16.46%	14.82%	15.47%	15.04%	14.48%	15.72%	14.52%	15.56%	15.85%	-0.81%
Premium	81.80%	87.59%	86.68%	87.58%	88.56%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	85.51%	86.78%	85.80%	88.59%	86.33%	87.23%	87.40%	86.74%	85.67%	87.13%	87.10%	87.01%	85.16%	1.59%
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	10.71%	10.02%	10.76%	8.68%	10.32%	9.42%	9.55%	9.97%	11.01%	9.37%	9.79%	9.74%	10.07%	-0.10%
Cambridge	1.85%	2.62%	1.35%	1.79%	1.68%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2.31%	1.68%	2.03%	1.45%	1.58%	1.72%	1.74%	1.81%	1.91%	1.95%	1.71%	1.88%	2.59%	-0.77%
Alpine	0.38%	0.33%	0.28%	0.38%	0.33%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.31%	0.30%	0.29%	0.27%	0.33%	0.29%	0.28%	0.31%	0.32%	0.34%	0.29%	0.30%	0.40%	-0.09%
Bristol	0.13%	0.10%	0.09%	0.12%	0.11%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.08%	0.08%	0.09%	0.08%	0.11%	0.08%	0.08%	0.10%	0.11%	0.10%	0.08%	0.09%	0.16%	-0.07%
Bucks	0.019%	0.014%	0.012%	0.016%	0.012%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.012%	0.013%	0.013%	0.011%	0.015%	0.013%	0.012%	0.013%	0.015%	0.013%	0.012%	0.013%	0.023%	-0.01%
Other Branded Discounts	0.07%	0.08%	0.08%	0.08%	0.07%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.07%	0.08%	0.08%	0.07%	0.09%	0.08%	0.07%	0.08%	0.08%	0.07%	0.08%	0.08%	0.10%	-0.02%
Branded Discounts	2.45%	3.16%	1.82%	2.39%	2.20%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2.78%	2.16%	2.50%	1.88%	2.10%	2.19%	2.18%	2.31%	2.44%	2.47%	2.17%	2.18%	3.27%	-0.96%
FVB	0.93%	0.86%	0.86%	1.114%	0.98%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.00%	1.04%	0.84%	0.86%	1.25%	1.17%	0.87%	0.98%	0.88%	1.03%	0.95%	1.03%	1.50%	-0.52%
Discount	18.20%	12.41%	13.32%	12.421%	11.44%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.49%	13.22%	14.20%	11.41%	13.67%	12.77%	12.60%	13.26%	14.33%	12.87%	12.90%	12.89%	14.85%	-1.59%
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%
6/5/98 15:56																								
Contributions to category	Jan	Feb	Mar	Apr	May																		total	from 97
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	71.51%	72.12%	70.44%	74.96%	69.87%	72.40%	71.93%	71.70%	71.20%	71.41%	72.58%	71.45%	69.31%	2.39%
B&H	26.65%	29.97%	28.25%	26.70%	27.93%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	26.23%	26.07%	26.49%	28.71%	26.80%	26.72%	26.61%	27.09%	28.38%	26.95%	26.42%	26.71%	28.30%	-1.21%
Merit	26.82%	26.90%	27.12%	26.59%	28.14%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	27.57%	27.84%	27.42%	27.62%	27.79%	27.58%	27.55%	27.56%	27.55%	27.43%	27.63%	27.64%	29.10%	-1.54%
Virginia Slims	32.00%	31.20%	32.07%	31.18%	32.03%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	30.99%	31.27%	31.37%	31.03%	30.34%	30.96%	30.81%	31.28%	31.75%	31.40%	31.23%	30.70%	30.26%	1.02%
Parliament	10.45%	10.04%	10.59%	13.70%	10.06%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	13.24%	12.76%	12.83%	12.61%	12.87%	12.61%	13.10%	12.10%	10.35%	12.34%	12.73%	12.87%	10.15%	1.95%
Other OPB	2.08%	1.89%	1.97%	1.84%	1.84%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.97%	2.06%	1.89%	2.03%	2.20%	2.13%	1.94%	1.98%	1.98%	1.88%	1.98%	2.09%	2.19%	-0.21%
Other Premium Brands	16.02%	15.29%	12.76%	18.61%	15.23%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.00%	14.66%	15.36%	13.63%	16.46%	14.82%	15.47%	15.04%	14.48%	15.72%	14.52%	15.56%	15.85%	-0.81%
Premium	81.80%	87.59%	88.88%	87.58%	88.56%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	85.51%	86.78%	85.80%	88.59%	86.33%	87.23%	87.40%	86.74%	85.67%	87.13%	87.10%	87.01%	85.15%	1.59%
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	10.71%	10.02%	10.76%	8.68%	10.32%	9.42%	9.55%	9.97%	11.01%	9.37%	9.79%	9.74%	10.07%	-0.10%
Cambridge	10.19%	21.15%	10.13%	14.43%	14.65%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	15.96%	12.71%	14.30%	12.69%	11.42%	13.47%	13.78%	13.68%	13.33%	15.15%	13.25%	12.91%	17.43%	-3.75%
Alpine	2.07%	2.65%	2.11%	3.08%	2.91%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2.11%	2.28%	2.04%	2.34%	2.39%	2.24%	2.23%	2.34%	2.25%	2.62%	2.22%	2.29%	2.72%	-0.36%
Bristol	0.70%	0.83%	0.70%	0.99%	0.95%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.55%	0.63%	0.62%	0.70%	0.79%	0.74%	0.62%	0.72%	0.74%	0.79%	0.85%	0.71%	1.08%	-0.36%
Bucks	0.10%	0.11%	0.09%	0.13%	0.11%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.08%	0.10%	0.09%	0.09%	0.11%	0.10%	0.10%	0.10%	0.10%	0.10%	0.09%	0.10%	0.15%	-0.05%
Other Branded Discounts	0.41%	0.65%	0.69%	0.64%	0.59%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.47%	0.62%	0.54%	0.62%	0.65%	0.61%	0.59%	0.58%	0.55%	0.55%	0.55%	0.62%	0.68%	-0.09%
Branded Discounts	13.47%	25.50%	13.65%	19.27%	19.20%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	19.18%	16.34%	17.60%	16.44%	15.36%	17.17%	17.32%	17.42%	17.01%	19.21%	16.80%	16.68%	22.06%	-4.63%
FVB	5.12%	6.95%	6.48%	8.97%	8.58%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	6.91%	7.86%	6.64%	7.53%	9.15%	9.12%	6.89%	7.39%	6.15%	7.98%	7.34%	8.36%	10.10%	-2.70%
Discount	18.20%	12.41%	13.32%	12.42%	11.44%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.49%	13.22%	14.20%	11.41%	13.67%	12.77%	12.60%	13.26%	14.33%	12.87%	12.90%	12.99%	14.85%	-1.59%
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%

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1998 PP&C TRANSMISSION																						
Actuals	Actuals	Actuals	Actuals	Actuals																		
Monthly Sales - 1998	Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Marlboro	0	0	0	0	0	0	0	0	0	0	167	(584)	(72)	(608)	2,444	1,588	2,923	5,829	0	167	(1,273)	6,935
B&H	0	0	0	0	0	0	0	0	0	0	9	(32)	(4)	(33)	157	86	169	351	0	8	(69)	413
Merit	0	0	0	0	0	0	0	0	0	0	10	(34)	(4)	(32)	166	92	177	375	0	10	(70)	435
Virginia Slims	0	0	0	0	0	0	0	0	0	0	11	(38)	(5)	(39)	178	100	195	403	0	11	(82)	474
Parliament	0	0	0	0	0	0	0	0	0	0	(36)	(46)	(18)	(33)	50	21	50	(10)	0	(36)	(85)	121
Other OPB	0	0	0	0	0	0	0	0	0	0	0	(3)	(0)	(3)	11	6	11	23	0	0	(6)	28
Other Premium Brands	0	0	0	0	0	0	0	0	0	0	(7)	(151)	(31)	(139)	569	306	603	1,142	0	(7)	(322)	1,471
Premium	0	0	0	0	0	0	0	0	0	0	160	(744)	(103)	(748)	3,007	1,874	3,525	6,970	0	160	(1,595)	8,408
Basic	0	0	0	0	0	0	0	0	0	0	(69)	(144)	(73)	(138)	299	145	321	342	0	(69)	(354)	765
Cambridge	0	0	0	0	0	0	0	0	0	0	4	(12)	(2)	(12)	56	38	71	143	0	4	(25)	164
Alpine	0	0	0	0	0	0	0	0	0	0	1	(3)	(0)	(3)	12	6	11	24	0	1	(5)	29
Bristol	0	0	0	0	0	0	0	0	0	0	0	(1)	(0)	(1)	4	2	3	8	0	0	(1)	9
Bucks	0	0	0	0	0	0	0	0	0	0	0	(0)	(0)	(0)	1	0	0	1	0	0	(0)	1
Other Branded Discounts	0	0	0	0	0	0	0	0	0	0	(1)	(2)	(1)	(2)	2	1	2	(2)	0	(1)	(5)	4
Branded Discounts	0	0	0	0	0	0	0	0	0	0	4	(17)	(3)	(17)	73	47	88	174	0	4	(37)	208
FVB	0	0	0	0	0	0	0	0	0	0	(2)	(9)	(1)	(8)	44	25	35	84	0	(2)	(18)	105
Discount	0	0	0	0	0	0	0	0	0	0	(67)	(170)	(77)	(164)	417	217	444	601	0	(67)	(410)	1,078
PM USA	0	0	0	0	0	0	0	0	0	0	92	(914)	(180)	(911)	3,424	2,091	3,969	7,571	0	92	(2,005)	9,484
Calendar Weeks	4,381	4,000	4,427	4,370	4,203	1,000	1,000	1,000	1,000	0,442	4,483	4,517	4,229	4,390	4,381	4,229	4,568	52,178	12,808	13,056	13,136	13,178
Weekly Sales	Jan	Feb	Mar	Apr	May													total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Marlboro	0	0	0	0	0	0	0	0	0	0	37	(131)	(17)	(139)	558	371	640	112	0	13	(97)	528
B&H	0	0	0	0	0	0	0	0	0	0	2	(7)	(1)	(8)	36	20	37	7	0	1	(5)	31
Merit	0	0	0	0	0	0	0	0	0	0	2	(7)	(1)	(7)	38	22	39	7	0	1	(5)	33
Virginia Slims	0	0	0	0	0	0	0	0	0	0	2	(8)	(1)	(9)	41	24	43	8	0	1	(6)	36
Parliament	0	0	0	0	0	0	0	0	0	0	(8)	(10)	(4)	(7)	11	5	11	(0)	0	(3)	(7)	9
Other OPB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	(0.6)	(0.1)	(0.7)	2.6	1.4	2.4	0.4	0.0	0.0	(0.4)	2.2
Other Premium Brands	0	0	0	0	0	0	0	0	0	0	(2)	(33)	(7)	(32)	128	72	132	22	0	(1)	(24)	112
Premium	0	0	0	0	0	0	0	0	0	0	36	(165)	(24)	(170)	686	443	772	134	0	12	(121)	638
Basic	0	0	0	0	0	0	0	0	0	0	(15)	(32)	(17)	(31)	68	34	70	7	0	(5)	(27)	58
Cambridge	0	0	0	0	0	0	0	0	0	0	1	(3)	(0)	(3)	13	9	16	3	0	0	(2)	12
Alpine	0	0	0	0	0	0	0	0	0	0	0	(1)	(0)	(1)	3	1	2	0	0	0	(0)	2
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.1)	(0.0)	(0.2)	0.9	0.5	0.7	0.1	0.0	0.0	(0.1)	0.7
Bucks	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.0)	(0.0)	(0.0)	0.1	0.1	0.1	0.0	0.0	0.0	(0.0)	0.1
Other Branded Discounts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.2)	(0.4)	(0.3)	(0.4)	0.4	0.1	0.4	(0.0)	0.0	(0.1)	(0.4)	0.3
Branded Discounts	0	0	0	0	0	0	0	0	0	0	1	(4)	(1)	(4)	17	11	19	3	0	0	(3)	16
FVB	0	0	0	0	0	0	0	0	0	0	(1)	(2)	(0)	(2)	10	6	8	2	0	(0)	(1)	8
Discount	0	0	0	0	0	0	0	0	0	0	(15)	(38)	(18)	(37)	95	51	97	12	0	(5)	(31)	82
PM USA	0	0	0	0	0	0	0	0	0	0	21	(202)	(43)	(208)	782	494	869	145	0	7	(153)	720
Seasonal Factors	0.9311	0.9490	0.9700	1.0000	1.0294													1.0000	0.9497	1.0305	1.0280	0.9906
Combined Cat/Seas	4.079	3.792	4.284	4.370	4.327	4.762	4.685	4.375	4.444	4.362	4.682	4.685	4.375	4.444	4.362	4.170	4.523	52,178	12,161	13,454	13,504	13,054
De-seasonalized Weekly Sales	Jan	Feb	Mar	Apr	May													total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Marlboro	0	0	0	0	0													112	0	12	(94)	531
B&H	0	0	0	0	0													7	0	1	(5)	32
Merit	0	0	0	0	0													7	0	1	(5)	33
Virginia Slims	0	0	0	0	0													8	0	1	(6)	36
Parliament	0	0	0	0	0													(0)	0	(3)	(7)	9
Other OPB	0.0	0.0	0.0	0.0	0.0													0.4	0.0	0.0	(0.4)	2.2
Other Premium Brands	0	0	0	0	0													22	0	(1)	(24)	113
Premium	0	0	0	0	0													134	0	12	(118)	644
Basic	0	0	0	0	0													7	0	(5)	(26)	59
Cambridge	0	0	0	0	0													3	0	0	(2)	13
Alpine	0	0	0	0	0													0	0	0	(0)	2
Bristol	0.0	0.0	0.0	0.0	0.0													0.1	0.0	0.0	(0.1)	0.7
Bucks	0.0	0.0	0.0	0.0	0.0													0.0	0.0	0.0	(0.0)	0.1
Other Branded Discounts	0.0	0.0	0.0	0.0	0.0													(0.0)	0.0	(0.1)	(0.4)	0.3
Branded Discounts	0	0	0	0	0													3	0	0	(3)	16
FVB	0	0	0	0	0													2	0	(0)	(1)	8
Discount	0	0	0	0	0													12	0	(5)	(30)	83
PM USA	0	0	0	0	0													145	0	7	(148)	727

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1998 PP&C TRANSMISSION																									
Contributions to PM	Actuals Jan	Actuals Feb	Actuals Mar	Actuals Apr	Actuals May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4			
Marlboro	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.47%	0.31%	0.28%	0.35%	0.29%	0.31%	0.33%	0.17%	0.00%	0.18%	0.29%	0.28%			
B&H	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.02%	0.02%	0.02%	0.00%	0.04%	0.02%	0.03%	0.02%	0.00%	0.01%	0.01%	0.03%			
Merit	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.03%	0.02%	0.02%	0.01%	0.05%	0.03%	0.04%	0.03%	0.00%	0.01%	0.02%	0.05%			
Virginia Slims	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.03%	0.02%	0.02%	0.00%	0.04%	0.02%	0.03%	0.02%	0.00%	0.01%	0.02%	0.04%			
Parliament	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.17%	-0.13%	-0.07%	-0.08%	-0.13%	-0.10%	-0.15%	-0.06%	0.00%	-0.07%	-0.09%	-0.12%			
Other OPB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	-0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Other Premium Brands	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.08%	-0.08%	-0.02%	-0.07%	0.00%	-0.02%	-0.06%	0.00%	0.00%	-0.04%	-0.05%	-0.01%			
Premium	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.37%	0.23%	0.26%	0.28%	0.29%	0.28%	0.27%	0.18%	0.00%	0.14%	0.24%	0.27%			
Basic	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.36%	-0.25%	-0.27%	-0.28%	-0.30%	-0.29%	-0.28%	-0.18%	0.00%	-0.13%	-0.25%	-0.28%			
Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.01%	0.02%	0.01%	0.01%	0.01%	0.01%	0.01%	0.00%	0.00%	0.00%	0.01%	0.01%			
Alpine	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Bristol	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Bucks	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Other Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	0.00%	0.00%	0.00%	-0.01%	-0.01%			
Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.01%	0.01%	0.01%	0.00%	0.01%	0.01%	0.01%	0.00%	0.00%	0.00%	0.01%	0.01%			
FVB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.01%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	-0.01%	0.00%	0.00%			
Discount	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.37%	-0.23%	-0.26%	-0.28%	-0.28%	-0.28%	-0.27%	-0.18%	0.00%	-0.14%	-0.24%	-0.27%			
PM USA	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
6/5/98 15:56																									
Contributions to category	Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4			
Marlboro	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.47%	0.31%	0.28%	0.35%	0.29%	0.31%	0.33%	0.17%	0.00%	0.18%	0.29%	0.28%			
B&H	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.33%	0.25%	0.14%	0.13%	0.22%	0.18%	0.26%	0.12%	0.00%	0.11%	0.18%	0.23%			
Merit	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.39%	0.27%	0.15%	0.24%	0.33%	0.28%	0.36%	0.17%	0.00%	0.13%	0.21%	0.33%			
Virginia Slims	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.43%	0.30%	0.17%	0.16%	0.25%	0.22%	0.30%	0.13%	0.00%	0.14%	0.21%	0.25%			
Parliament	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-1.17%	-0.84%	-0.45%	-0.53%	-0.78%	-0.66%	-0.90%	-0.43%	0.00%	-0.39%	-0.61%	-0.78%			
Other OPB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.02%	0.02%	0.01%	0.00%	-0.03%	-0.02%	-0.03%	0.00%	0.00%	0.01%	0.01%	-0.03%			
Other Premium Brands	83.98%	84.71%	87.24%	81.39%	84.77%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	86.00%	85.34%	84.64%	86.37%	83.54%	85.18%	84.53%	84.86%	85.52%	84.28%	85.48%	84.44%			
Premium	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.37%	0.23%	0.26%	0.28%	0.29%	0.28%	0.27%	0.18%	0.00%	0.14%	0.24%	0.27%			
Basic	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.36%	-0.25%	-0.27%	-0.28%	-0.30%	-0.29%	-0.28%	-0.18%	0.00%	-0.13%	-0.25%	-0.28%			
Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.48%	0.36%	0.34%	0.37%	0.34%	0.39%	0.39%	0.20%	0.00%	0.19%	0.37%	0.35%			
Alpine	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.07%	0.05%	0.04%	0.05%	0.07%	0.06%	0.06%	0.03%	0.00%	0.03%	0.05%	0.06%			
Bristol	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.00%	0.01%	0.02%	0.02%			
Bucks	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Other Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.02%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.02%	0.00%	-0.01%	-0.03%	-0.03%			
Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.54%	0.39%	0.38%	0.41%	0.40%	0.43%	0.43%	0.23%	0.00%	0.23%	0.40%	0.40%			
FVB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.08%	0.16%	0.14%	0.17%	0.26%	0.24%	0.18%	0.13%	0.00%	0.04%	0.15%	0.20%			
Discount	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.37%	-0.23%	-0.26%	-0.28%	-0.29%	-0.28%	-0.27%	-0.18%	0.00%	-0.14%	-0.24%	-0.27%			
PM USA	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			

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